What is claimed is:

1.   A method comprising:

receiving in an information processing device a bid for airline travel, wherein the bid includes an amount the bidder is willing to pay per unit of distance flown; and

determining whether the bid is acceptable to a seller of air travel services.

2.   A method comprising:

using a wide area network, displaying to a potential bidder an indication of the air travel distance between two cities; and

accepting a bid to purchase an airline ticket for travel between the two cities, wherein the bid includes a cost per unit distance the bidder is willing to pay.

3.   A method according to claim 2, wherein prior to accepting the bid, displaying the total amount bid to the bidder, wherein the total amount bid is calculated at least in part based on the cost per unit distance bid and the distance between the two cities.

4.   A method according to claim 1 or 2 wherein the bid further includes a base fee that is fixed in amount.

5.   A method according to claim 2 wherein there is further displayed to the bidder a fixed base fee that is required to be paid in addition to the per unit distance fee in order to bid on an airline ticket.

6.   A method, comprising:

        accepting a member to an air travel service;

        collecting a subscription fee for the member; and

        offering the member an opportunity to purchase an airline ticket wherein the ticket is offered for sale using a pricing scheme including a fixed base cost and a variable cost based on a cost per unit distance traveled using the airline ticket.

7.   A method according to claim 6, further comprising:

        using a wide area network, displaying to a member an indication of the air travel distance between two cities; and

        accepting a bid from the member to purchase an airline ticket for travel between the two cities, wherein the bid includes a cost per unit distance the bidder is willing to pay.

8.   A method, comprising:

        maintaining electronic records specifying members to an air travel service;

        maintaining electronic records on subscription fees paid by at least some of the members;

        using a wide area network, offering the member an opportunity to purchase an airline ticket wherein the ticket is offered for sale using a pricing scheme including a fixed base cost and a variable cost based on a cost per unit distance traveled using the airline ticket.

9.   The method of claim 8, wherein the wide area network includes the internet.

10.   A method according to claim 8:

        using the wide area network, displaying to a member an indication of the air travel distance between two cities; and

        accepting a bid from the member to purchase an airline ticket for travel between the two cities, wherein the bid includes a cost per unit distance the member is willing to pay.

11.   A system, comprising:

a computing system including electronic records specifying members to an air travel service and including electronic records on subscription fees paid by at least some of the members; and

one or more server computing systems interacting with a client computing system to offer the member an opportunity to purchase an airline ticket wherein the ticket is offered for sale using a pricing scheme including a fixed base cost and a variable cost based on a cost per unit distance traveled using the airline ticket.

12.   A system according to claim 11 further wherein the one or more server computing systems interact with the client computer to display to a member an indication of the air travel distance between two cities and to accept a bid from the member to purchase an airline ticket for travel between the two cities, wherein the bid includes a cost per unit distance the bidder is willing to pay.

13.   A method comprising:

receiving in a first information processing device a bid for airline travel, wherein the bid includes a fixed cost;

determining a total cost for the airline travel based on a fixed cost plus the cost per mile; and

comparing the total cost with a threshold cost, wherein if the total cost meets or exceeds the threshold cost, the bid is accepted.

14.   The method of claim 13, further comprising:

transmitting the accepted bid from the first information processing device to a second information processing device.

15. The method of claim 13, further comprising:

requesting identity information, wherein the identity information is used to identify the source of a bid; and

ensuring the source of the bid is an authorized source, wherein an authorized source is a source that has paid a membership fee for the privilege of bidding on airline travel on the first information processing device.

16. The method of claim 13, wherein the bid further includes an origin, a destination, and a date for travel.

17. The method of claim 16 further comprising:

calculating a mileage between the origin and the destination.

18. The method of claim 17 further comprising:

determining the threshold cost based on the fixed cost plus a threshold cost per mile.

19. The method of claim 18, wherein the threshold cost per mile is dependent on the origin and destination.

20. The method of claim 16 further comprising:

selecting a mileage between the origin and the destination from a database accessible by the first information processing device.

21. The method of claim 13 further comprising:

rejecting a bid if the total cost is less than the threshold cost; and

transmitting the rejected bid from the first information processing device to a second information processing device.

22. The method of claim 21 further comprising:

generating a counteroffer for airline travel based on the threshold cost if a bid is rejected;

transmitting the counteroffer for airline travel.

23. The method of claim 22, wherein generating a counteroffer based on the threshold cost includes deriving a counteroffer cost is equal to or greater than the threshold cost.

24. A computer readable medium with instructions thereon that cause a suitably configured information processing device to perform the method of claim 13.

25. A system comprising:

a processor;

a storage device;

a communication link;

software operable on the processor to:

maintain in the storage device a database having one or more variables for determining a threshold cost for airline travel;

receive a total cost bid for airline travel over the communication link, wherein the bid includes a fixed cost and a cost per unit distance of travel;

determine the threshold cost using the one or more variables;

compare the total cost bid with the threshold cost, wherein if the total cost bid meets or exceeds the threshold cost, the bid is accepted; and

transmit the accepted bid over the communication link.

26. The system of claim 25, wherein the software further includes:

request and verify identity information from a source of the total cost bid, wherein only authorized sources are eligible to utilize the system, further wherein a source becomes eligible upon payment of a subscription fee.

27. The system of claim 25, wherein the database is a relational database.

28. The system of claim 25, wherein the communication link is operatively coupled to a network.

29. The system of claim 28, wherein the network is the Internet.

30. The system of claim 25, wherein the one or more variables for determining a threshold cost for airline travel includes a stored threshold cost for airline travel.

31. The system of claim 25, wherein a bid for airline travel includes an origin and a destination.

32. The system of claim 31, wherein the software operable on the processor further includes:
determining the threshold cost for airline travel between the origin and the destination.

33. A method comprising:
generating a bid for airline travel on a first information processing device, wherein the bid includes a cost per mile portion;
transmitting the bid from the first information processing device over a communication link to a second information processing device; and
receiving a bid response on the first information processing device from the second information processing device over the communication link.

34. The method of claim 33, wherein the bid further includes a fixed cost portion.

35. The method of claim 31, wherein the bid further includes an origin, a destination, a date for the airline travel.

36.   The method of claim 33, wherein the first information processing device is a personal computer operatively coupled to a global computer network

37.   The method of claim 36, wherein the bid is transmitted and the bid response is received over the global computer network.

38.   The method of claim 33, further comprising:

determining an airline travel mileage;

calculating the total cost per mile portion by multiplying the airline travel mileage and the cost per mile portion;

summing a fixed cost portion and the total cost per mile portion; and

wherein the transmitting the bid includes transmitting the sum of the fixed cost portion and the total cost portion.

39.   The method of claim 33, wherein receiving a bid response includes receiving a bid rejection and a counteroffer for airline travel.

40.   The method of claim 39, wherein the counteroffer for airline travel includes a fixed cost portion and a cost per mile portion.

41.   The method of claim 39, wherein receiving a bid rejection and a counteroffer for airline travel includes receiving only a counteroffer that operates as a bid rejection and a counteroffer.

42.   A computer readable medium with instructions thereon that cause a suitably configured information processing device to perform the method of claim 33.

43.   A system comprising:

a first information processing device including:

a processor;

a storage device;

an input device;

a communication link;

software operable on the processor to:

receive input for generating a bid for airline travel, wherein the bid includes a cost per mile portion;

submit the bid in a carrier signal over the communication link to a second information processing device;

receive a response in a carrier signal over the communication link from the second information processing device.

44.   The system of claim 43, wherein the response from the second information processing device includes an indication that the bid is accepted.

45.   The system of claim 43 further comprising:

an output device; and

software operable on the processor to:

generate an output from the output device in response to receiving a response from the second information processing device.

46.   The system of claim 45, wherein the output device is a monitor.

47.   The system of claim 43, wherein the input further includes:

an origin;

a destination; and

a date for travel.

48.   The system of claim 43, wherein the communication link is operatively coupled to a communication network.

49.   The system of claim 48, wherein the communication network is a global computer network.

50.   The system of claim 43, wherein the information processing device is a wireless telephone.

51.   The system of claim 43, wherein the information processing device is a personal computer.

52.   The system of claim 43, wherein the information processing device is a personal digital assistant (PDA).

53.   The system of claim 43, wherein the second information processing system is a group of information processing devices that are operable in concert to receive and reply to submitted bids.

54.   A method comprising:

receiving on an information processing device an airline departure location and an airline destination location;

determining in the information processing device a distance between the airline departure location and the airline destination location;

determining in the information processing device an airline ticket cost based on a fixed cost and the distance;

transmitting the airline ticket cost;

receiving purchasing information; and

transmitting an airline ticket purchase confirmation.

55.   A computer readable medium with instructions thereon that cause a suitably configured information processing device to perform the method of claim 54.

56.   A method, comprising:

offering an airline ticket for sale wherein the ticket is offered for sale using a pricing scheme including a fixed base cost and a variable cost based on a cost per unit distance traveled between a departure and destination location.

57.   A system, comprising:

a computing system storing data useful in pricing an airline ticket wherein a ticket is offered for sale using a pricing scheme including a fixed base cost and a variable cost based on a cost per unit distance traveled between a departure and destination location.